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ABSTRACT

Findings from a two year study of a corporate fitness program are presented in tabular and chart form. Areas of the fitness program examined included facility usage, program participation (male and female), infirmary visits, and alcohol/drug abuse counseling. Over 90 percent of the employees have had multiphasic screening and exercise tests, 50 percent have attended exercise orientations, and 25 percent currently use the exercise facilities. (Author/CJ)

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ABSTRACT

OUTCOME EVALUATION AND ACCOUNTABILITY IN CORPORATE FITNESS PROGRAMS

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Corporate fitness and health promotion programs that document good results will probably be expanded; those that do not will be abandoned or drastically reduced. Methods of outcome evaluation are being developed as a part of Kimberly-Clark's comprehensive Health Management Program. Program objectives for salaried employees include "significant" reduction of absenteeism, health care costs, and CHD risk factors in ten years. Process evaluation includes: analysis of budget variance; attendance at multiphasic screening appointments, health education classes, exercise program orientations, and exercise classes; Employee Assistance Program utilization; and quality and variety of programs offered. Outcome evaluation parameters include health care costs, CHD risk factors, absenteeism, and long-term behavior change as measured by regular exercise participation. To date, over 90% of employees have had multiphasic screening and exercise tests; about 50% have attended exercise orientations; and 23% to 25% currently use the exercise facility. Over two hundred employees and family members have been certified in cardiopulmonary resuscitation (CPR), and nearly 1300 employees and spouses have registered for health education classes.

423 employees and 2 family members have been seen by E.A.P. counselors. Of these 423 people, 195 (46.0%) have had alcohol-drug related problems.

Significant reductions in blood pressure and triglycerides have occurred along with a significant increase in treadmill time, but no significant change has yet occurred in weight, percent body fat, total or HDL cholesterol in the first group of employees retested. Over 60% of referred employees have been successfully rehabilitated through the Employee Assistance Program.

A standardized framework with workable performance criteria is suggested for program design, outcome evaluation, and measuring changes in health behavior (The Hopkins - Green Health Education Model).

KIMBERLY-CLARK - HEALTH MANAGEMENT PROGRAM

SUMMARY STATISTICS

Multiphasic Screening Results

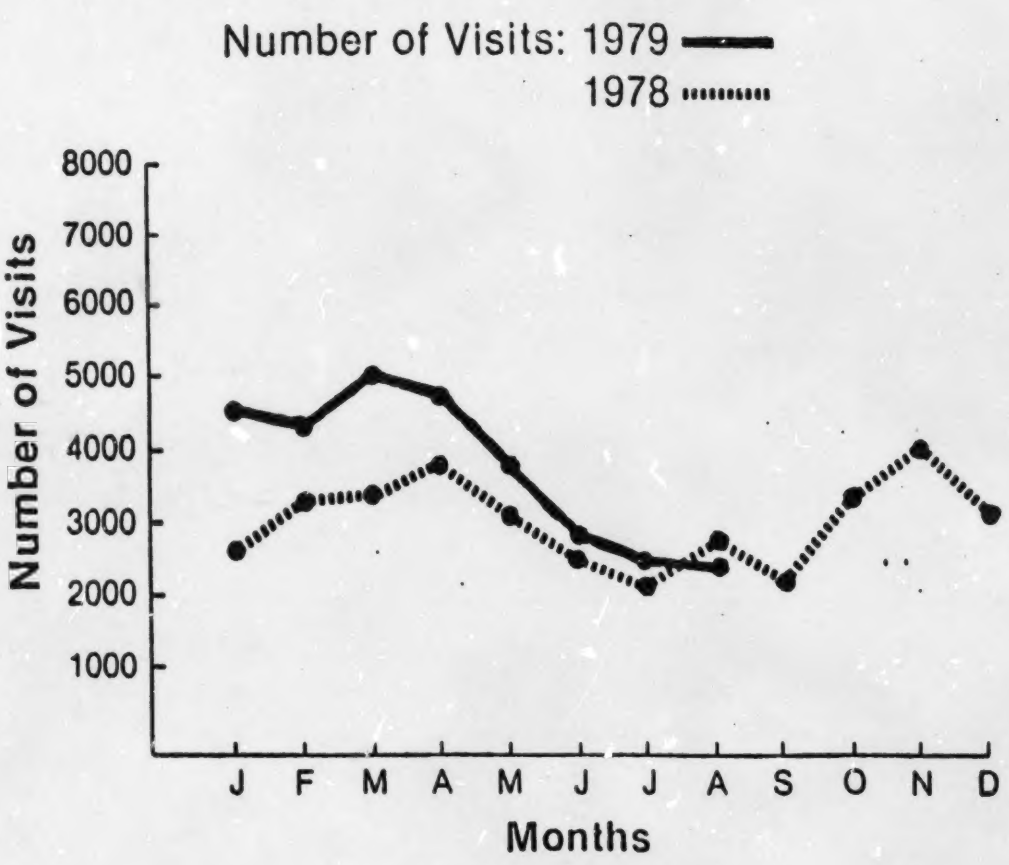
	Mean Values Men	Women
Age, yrs.	41.3	37.4
Weight, kg.	81.1	64.3
Systolic Blood Pressure mm. hg.	125.6	116.5
Diastolic Blood Pressure	81.3	74.9
Skin Fold, % Body Fat	20.5	22.0
Treadmill Time, Min.	10.4	8.0
Fasting Blood Sugar, mg/dl*	94.1	88.3
Cholesterol, mg/dl	234.5	223.8
HDL Cholesterol, mg/dl	56.2	68.5
Triglyceride, mg/dl	140.3	109.0
Smokers, %	18.1	18.3

*dl = 100 ml. of serum from a blood sample

Program Participation

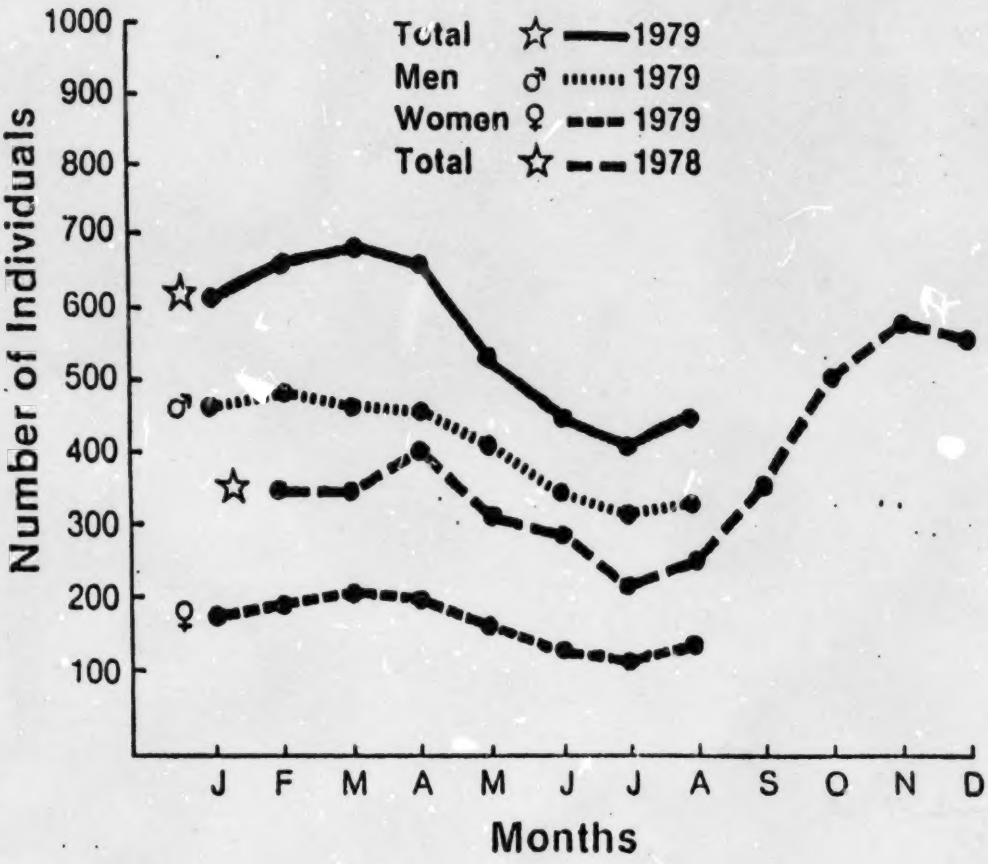
April 1, 1977 - August 30, 1979	Cumulative	YTD 1979	YTD 1978
1. Total Salaried Employees (12/31/78)	2,502	-	-
2. Total Screened	3,276	1,039	1,091
Initial Exam 2,681			
Repeat Exam 595			
3. Total Attending Exercise Orientation	1,677	371	494
4. Average Number of Employees Using Exercise Facility/ Month	460	571	380
5. Average Number of Visits/ Month	3,392	3,857	3,098
6. Total Recorded Miles Completed			
Walk/Jog/Run	64,581.1	36,591.2	24,844.7
Cumulative Cycling Mileage	35,059	19,345	15,714
Swimming	2,321.7	1,484.2	772.9

Exercise Facility Usage



Exercise Facility Usage

Number of Individuals

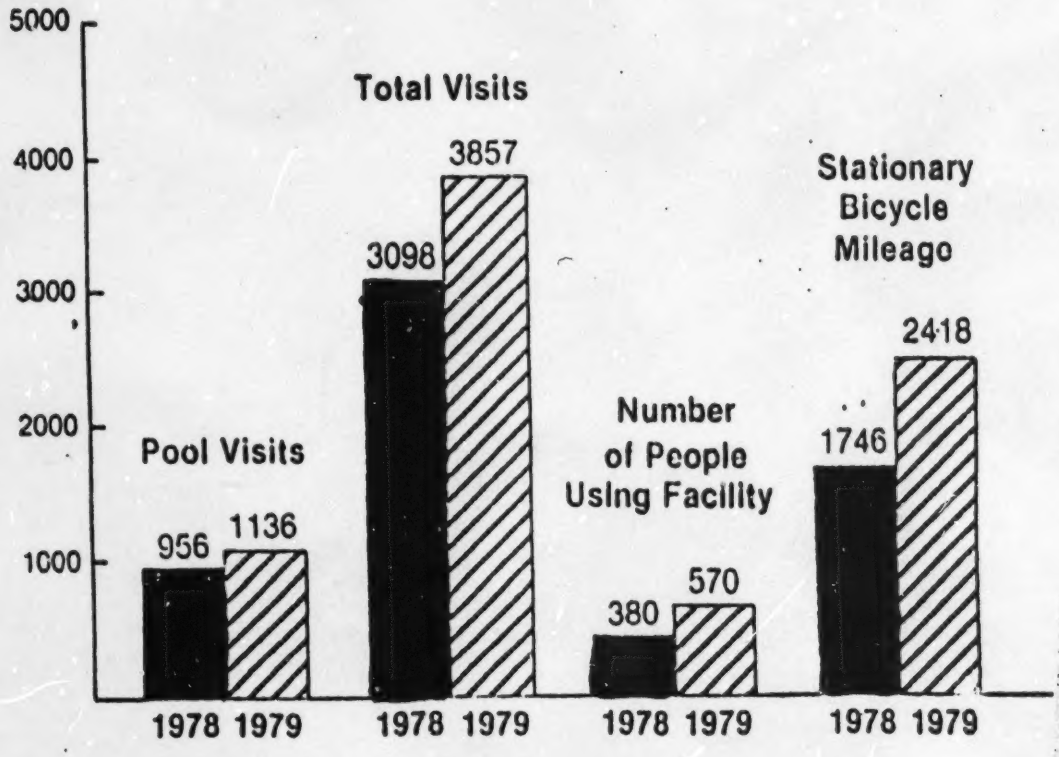


K-C Exercise Facility

Number of Visits

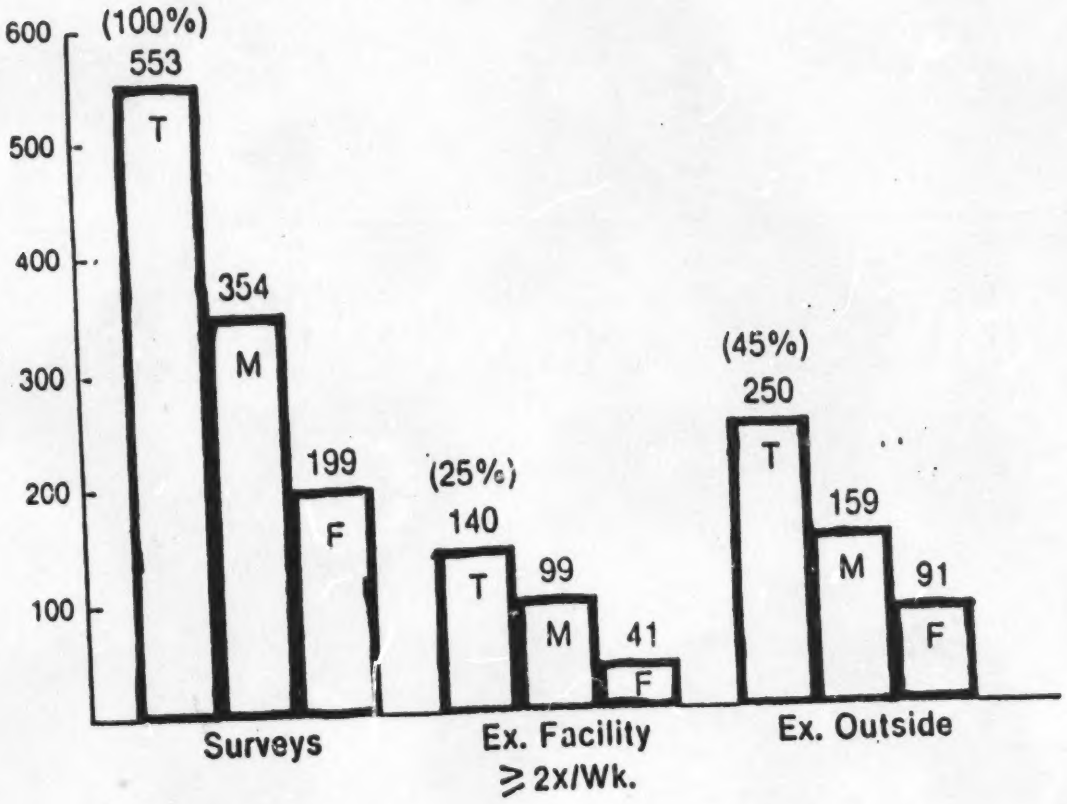
Number of People

Monthly Average

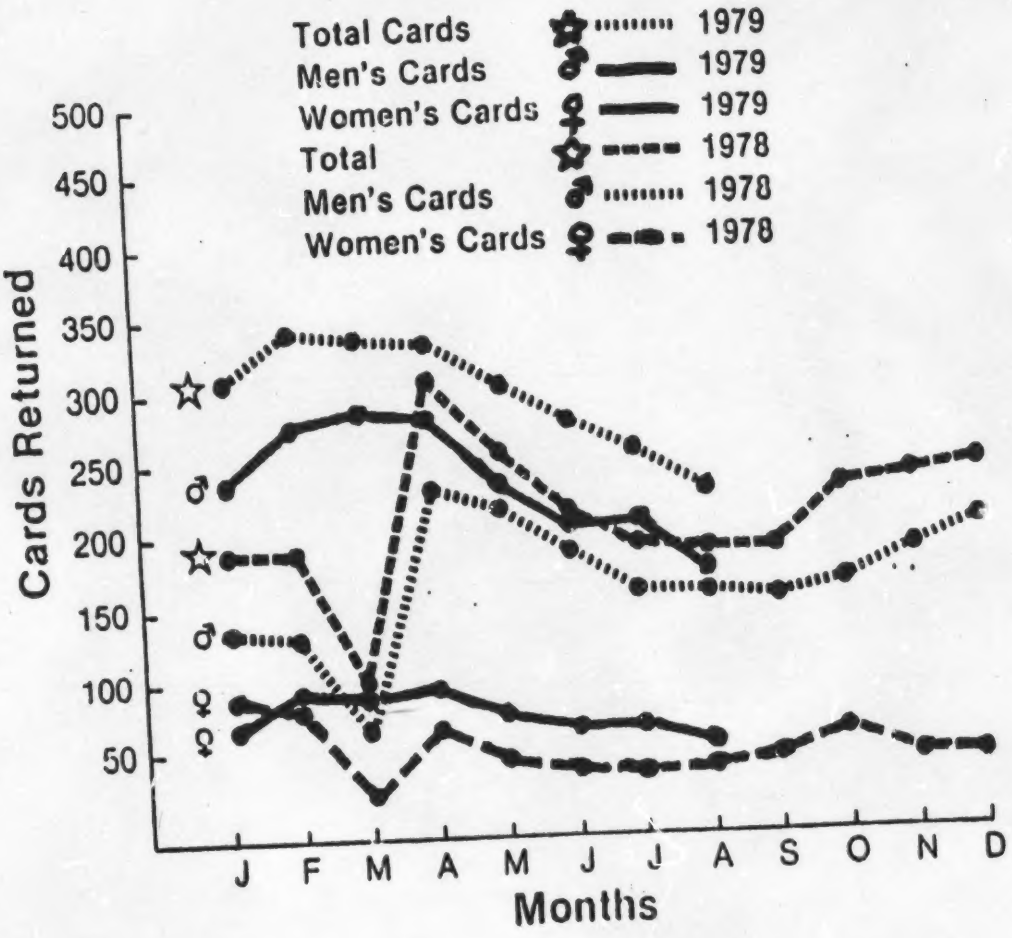


K-C - HMP
Exercise Survey Results

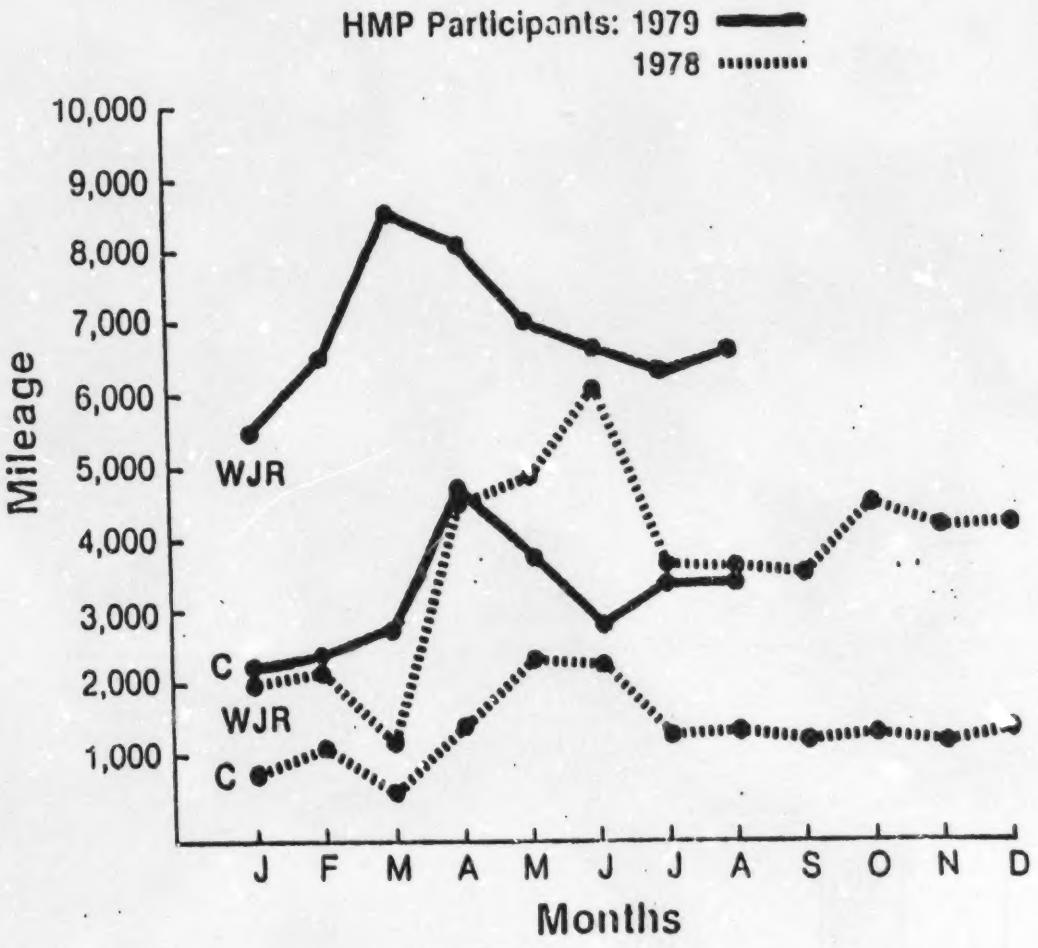
March - September 1979



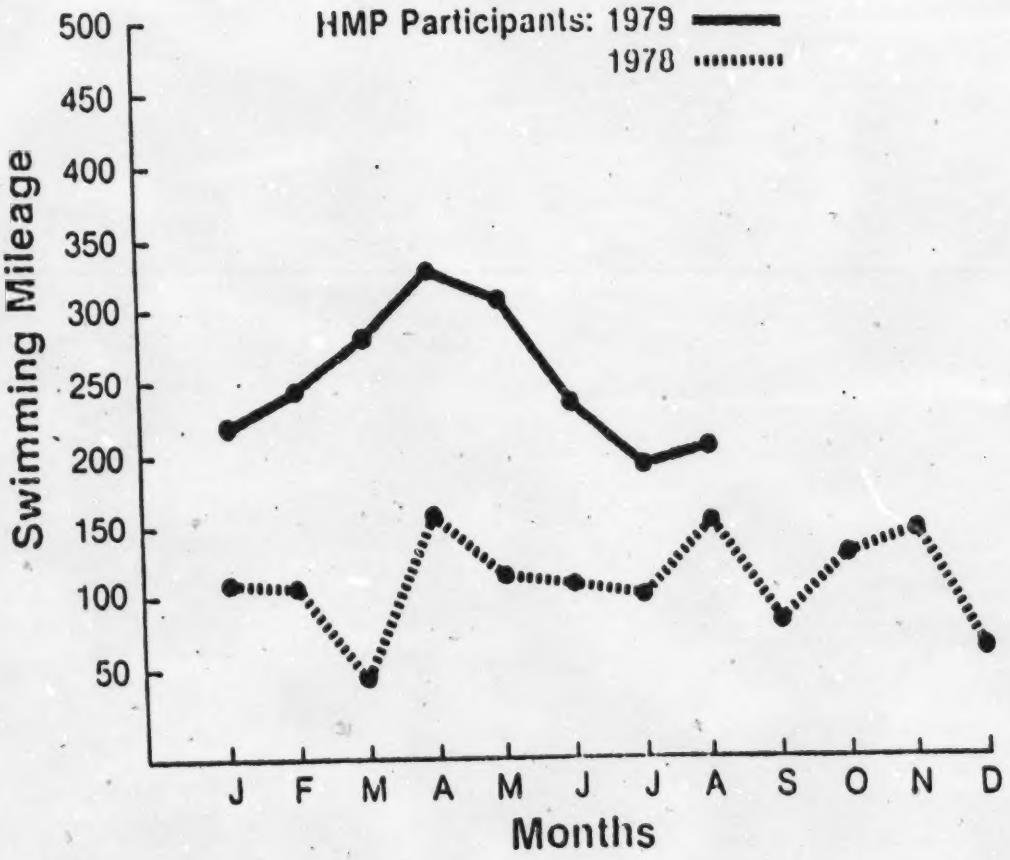
Monthly Progress Cards Returned



Walk-Jog-Run, Cycling Mileage

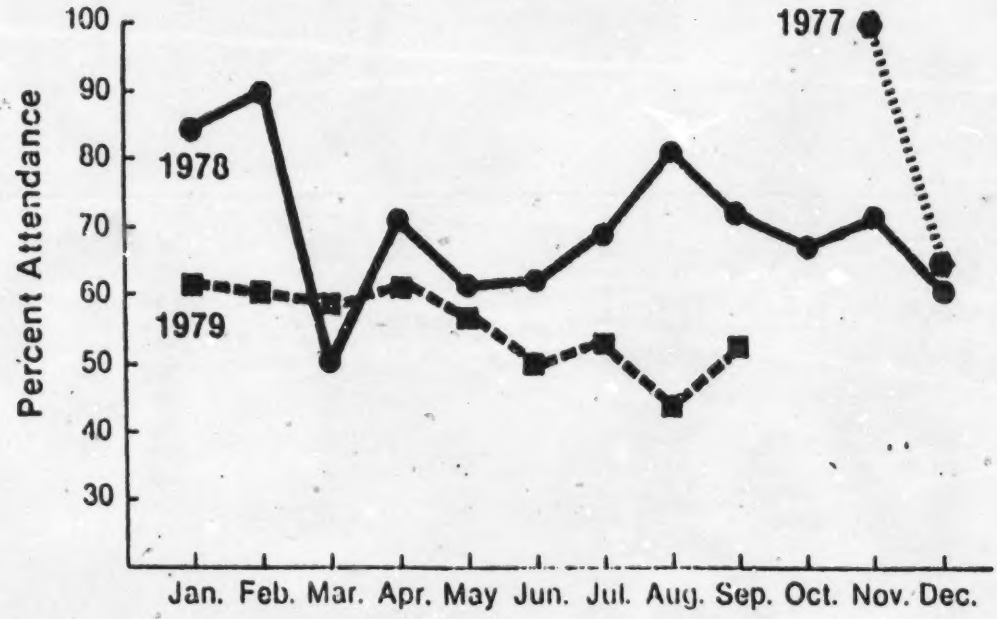


Swimming Mileage



Supervised Exercise Program Participation

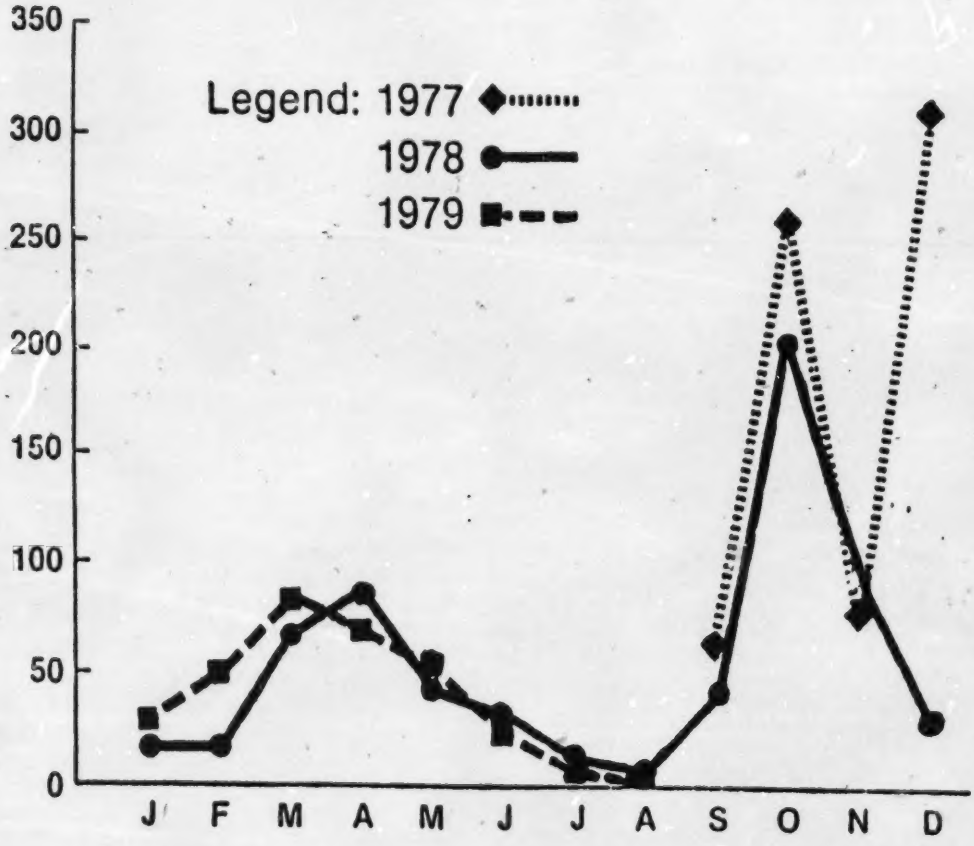
(Cardiac Rehabilitation)



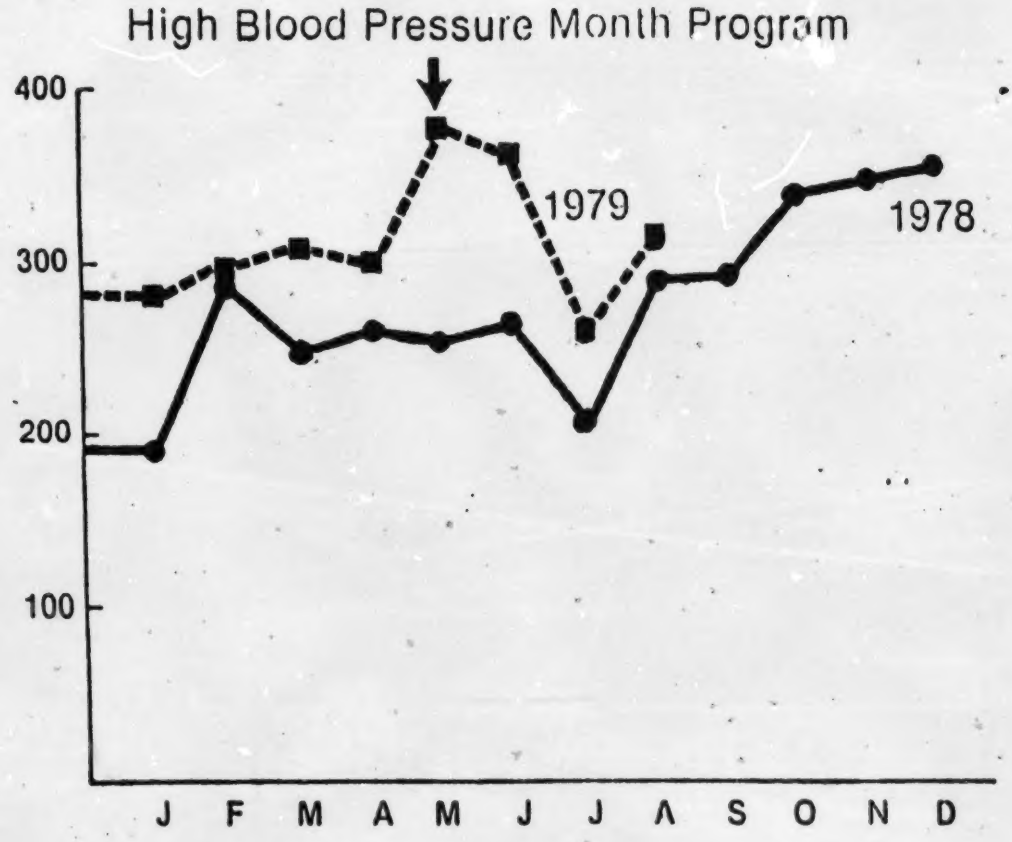
No. Of Participants

1977	-	-	-	-	-	-	-	-	-	-	25	25
1978	25	20	21	18	18	19	16	18	19	22	26	25
1979	26	27	25	26	27	29	30	30	33	-	-	-

Participation In Health Education Programs

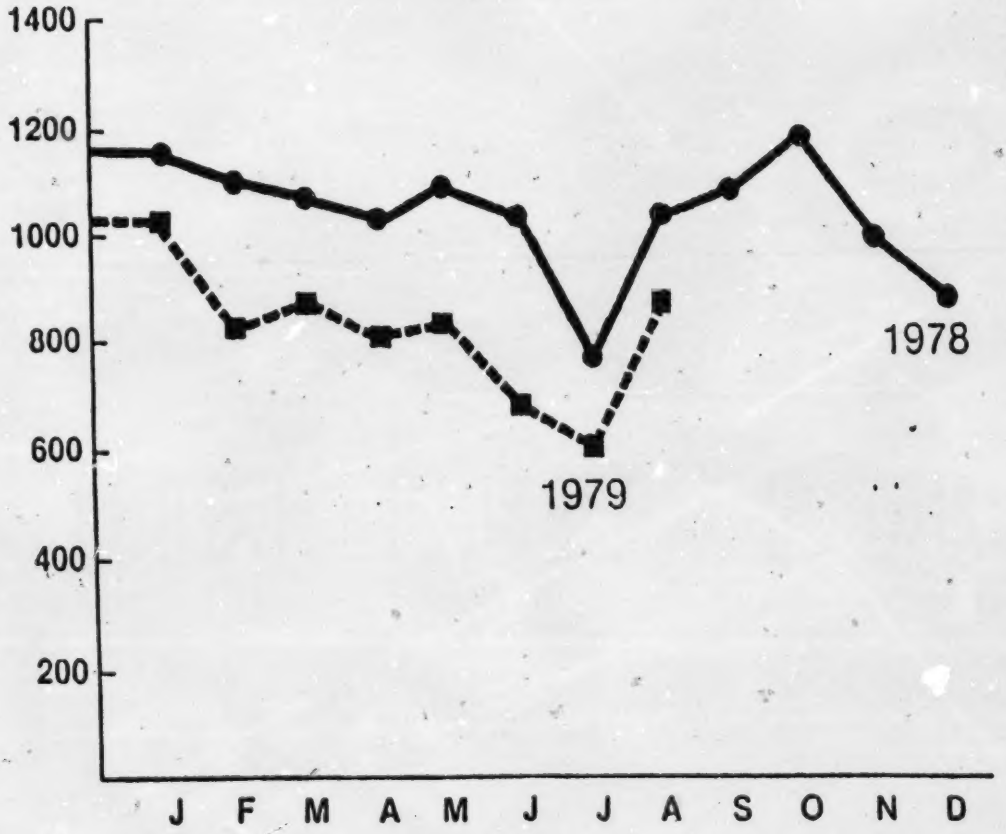


No. Blood Pressures Taken/Month
Neenah Corporate Dispensaries

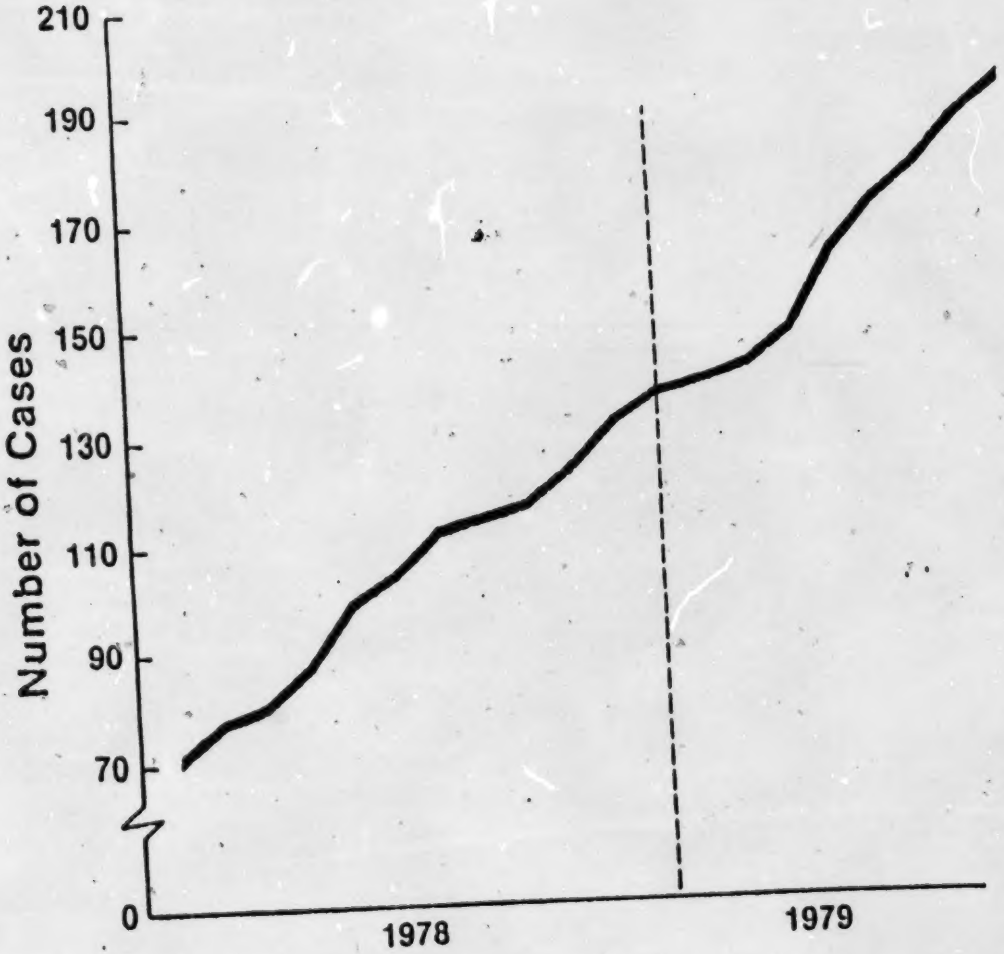


Corporate Health Services/ Total Dispensary Sickness Visits

(K-C West, K-C South, K-C North)



Cumulative Alcohol - Drug Caseload
Feb. 1977 - June 1979



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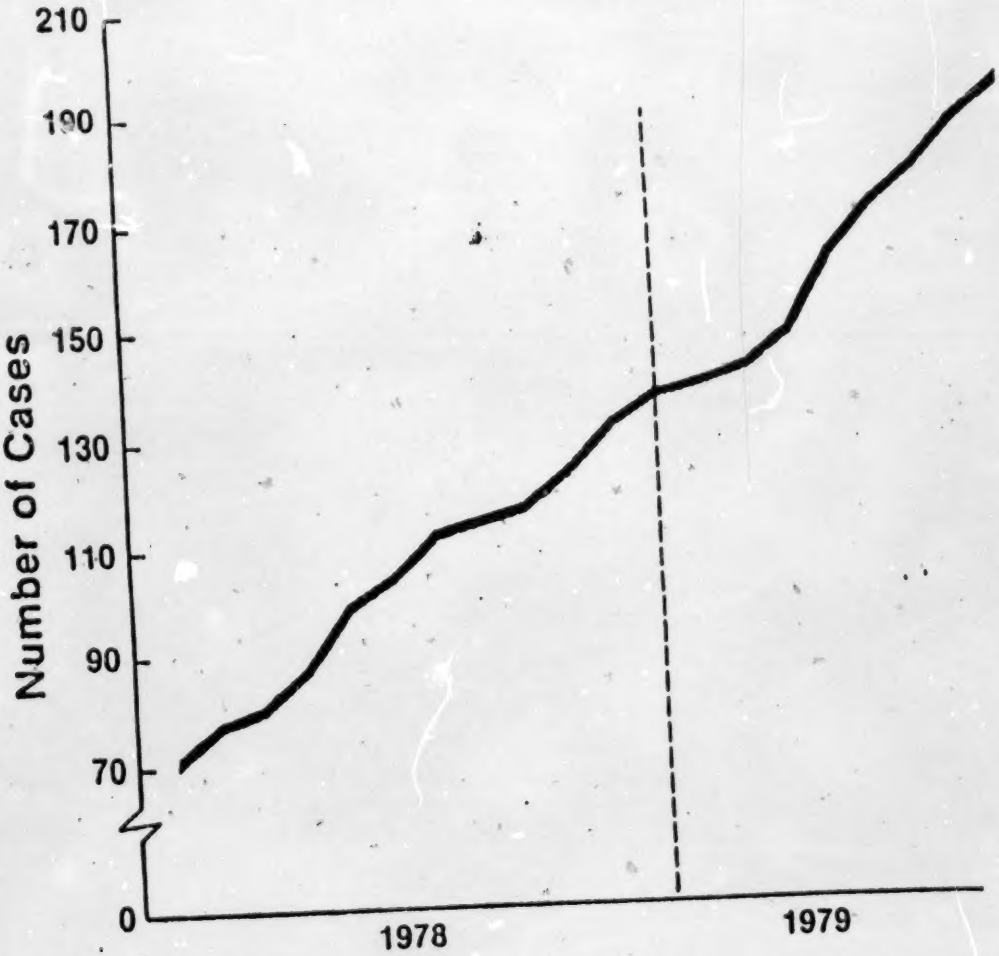
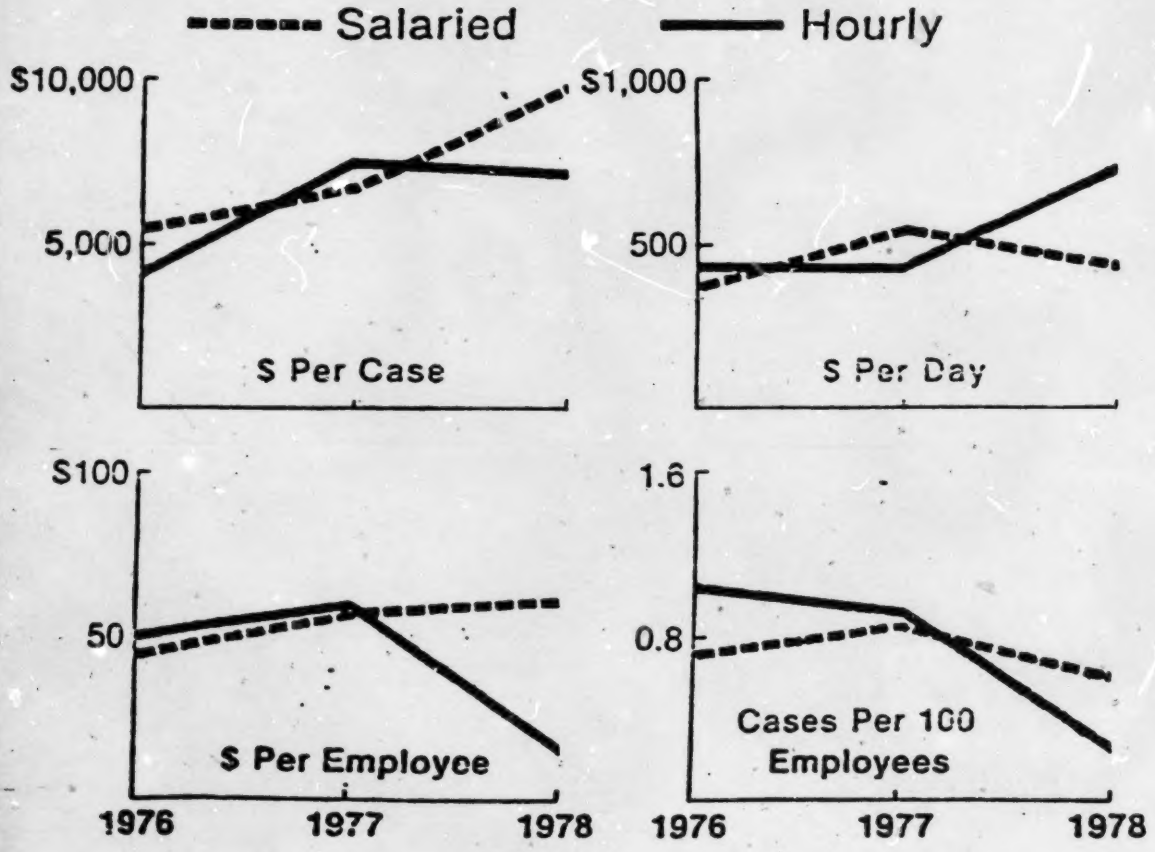
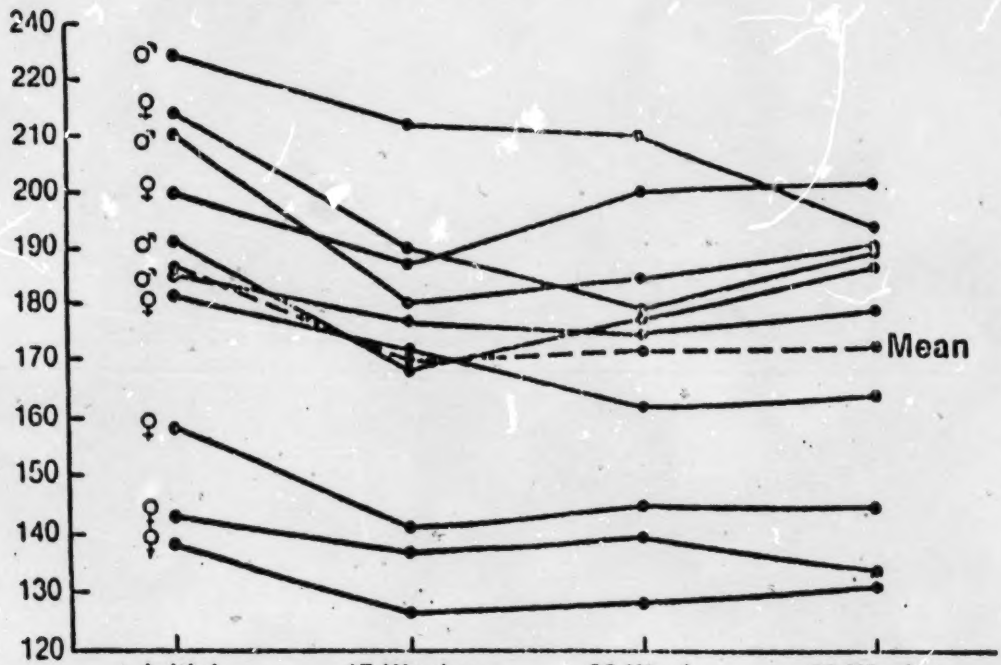


Heart Disease
Blue Cross — Blue Shield



Learning To Eat Class
Spring 1978



Wgt. in Lbs.	Initial	17 Weeks	32 Weeks	68 Weeks
	♂ 204.1	184.6	187.6	188.1
	♀ 172.8	159.3	159.3	161
	All 185.4	169.5	170.6	171.9

Mean Weights

Percent of Successful or Improved Employee Chemical Dependency Cases